

# **IDAHO WOMEN'S COMMISSION**

## **AGENCY STRATEGIC PLAN**

**For Fiscal Years Ending  
July 1, 2004 - June 30, 2008**

# **IDAHO WOMEN'S COMMISSION**

## **Mission**

The Idaho Women's Commission is committed to enhancing the quality of life for all Idahoans, particularly women and families. The mission of the IWC is to encourage and motivate women to increase their participation in their communities, the state and or the nation. As a state agency, the Commission is in a unique position to serve as a liaison between the public and private sectors.

## **Vision**

The Idaho Women's Commission envisions an environment in which all women within the State are ensured equal opportunities and protection in all aspects of their personal and professional lives.

## **Operating Philosophy**

We operate under the philosophy that volunteer service is essential to the success of a society. We are committed to the use of fairness to achieve personal and professional equity. Commission members are aware and respectful of the special problems and issues facing women and families.

## **Issues/Challenges**

- Women in crisis or with questions need access to information and services in a timely, helpful manner. Women looking to access state or community services often do not know where to start.
- Legal representation is costly and legal issues can be confusing, especially for women in crisis.
- Many women are uninformed about their legal rights and responsibilities of about legislation that might impact them.
- Although half of the state's population is female, the majority of its elected officials and policy makers are male.
- Idaho is extremely diverse, geographically and economically. To address a variety of women's needs the Commission must communicate with and reach out to women across the state.

## **Goals**

### **Goal #1**

To increase the dissemination of information and counsel on economic and educational issues as well as refer legal counsel for women and families.

### **Goal #2**

To inform the public about the resources available to women and families.

## **Objectives**

### **Objective #1**

To increase the number of contacts and activities planned with Idaho citizens, organizations, legislators and media representatives by 4 to 6 percent yearly.

- Suggest a format and types of participants for a series of networking meetings in each commission member's geographic area, with the goals of gathering input on women's and family issues and of creating regional contacts for members.
- Increase number of participants for networking meetings on a yearly basis.
- Increase number of media contacts and legislative contacts made on a yearly basis.
- Meet with members of commissioner's communities and with legislators to identify new areas of concern or need for Idaho's women.

### **Outcome Measures**

- Percentage increases in contacts made with citizens, public agencies and legislators, private organizations and the media.
- Percentage increases in activities planned with or supported by the Commission.
- Percentage increases in commissioner volunteer hours.

### **Output Measures**

- Number of contacts made each fiscal year.
- Number of activities planned, supported
- Number of volunteer hours given by commissioners.

### **Objective 2**

To increase the number of *Idaho Laws, A Guide for Women and Families* booklets distributed each time it is revised and reprinted as funding allows.

### **Actions/Strategies**

- Print a baseline of 11,000 copies in FY04; increase the number to 18,000 in its next printing as funding allows.

- Maintain a distribution plan and a means of collecting donations for the booklet that will reach more Idahoans.
- Print a revision of the Spanish translation by FY06 as funding and contributions allow.

#### **Outcome Measures**

- Percentage increase in copies of booklets printed and distributed
- Percentage increase in copies of Spanish translation.

#### **Output Measures**

- Baseline of 15,000 copies distributed in FY04.

### **Objective 3**

Update the number of referral sources listed in the Commission office each fiscal year.

#### **Action/Strategies**

- Utilize referral database of Idaho Careline by directing callers to their toll free listing
- Using regional sources, the internet, government entities, women's groups and other sources, compile a listing of services and programs for women and families in each Commissioner's geographic area.
- Utilize the Commission web page for referrals.
- Update and distribute IWC's brochure.
- Maintain file on training and conferences available on women and family issues, as well as a statewide events calendar on IWC website.

#### **Outcome Measures**

- Percentage increase in referral sources listed in Commission office and for commissioner's communities.

#### **Output Measures**

- Baseline: currently listed sources.
- Number added each fiscal year.
- Using FY02 as baseline, determine how many listings each commissioner has in their community.
- Number of visits to Commission web page.
- Number of brochures distributed.

### **Objective #4**

To increase the number of information and referral telephone calls placed to the Commission's office.

**Actions/Strategies**

- Increase toll free listing of "800" number in the state.
- Send a letter of flyer to state, county and local government entities with a copy of our booklet and a sheet about the Commission and information on the toll-free number and information/referral service.
- Send a similar letter/flyer to non-profit agencies and organizations dealing with women's and family issues.
- Call all state universities and colleges and ask to be listed in their student directories.

**Outcome Measures**

- Percentage increase in information and referral calls made to Commission office.

**Output Measures**

- Baseline number of calls in FY02.
- Number of calls in each fiscal year.

**Objective #5**

To increase the amount of information gathered about legislative or state directed activities impacting women and families and increase dissemination of that information by 5 percent.

**Actions/Strategies**

- Obtain copies of all house and senate bills affecting women and children in Idaho.
- Update commissioners on pending bills that affect women and children during the legislative session.
- Alert Commission members and other interested parties on action needed.
- Hold legislative reception for all legislators during the session to inform and be informed about the issues.

**Outcome Measures**

- Percentage increase in contacts made with elected Legislators, Commissioners, State agencies, public policy groups concerning pending and approved legislation.

**Output Measures**

- Number of mailing, telephone calls to groups each fiscal year.
- Number of legislators attending the receptions and meetings each year.
- Number of committee hearings, other meetings attended each fiscal year.